

## **CURRICULUM VITAE - ANNA LINDA MUSACCHIO ADORISIO**

Current position  
Assistant Professor  
Copenhagen Business School  
Department of International Business Communication  
Dalgas Have 15  
DK-2000 Frederiksberg  
Denmark  
Telephone: +4538154469  
E-mail: alma.abc@cbs.dk

### **PERSONAL DATA**

---

DATE OF BIRTH: 25 October 1977.  
PLACE OF BIRTH: Como, Italy.  
NATIONALITY: Italian.  
GENDER: Female.

### **LANGUAGE SKILLS**

---

ITALIAN: Mother tongue.  
ENGLISH: Excellent knowledge of the written and oral language.  
FRENCH: Excellent knowledge of the written and oral language.  
SPANISH: Good knowledge of the written and oral language.  
SWEDISH: Basic knowledge of the written and oral language.  
DANISH: Basic knowledge of the written and oral language.

### **PROFESSIONAL EXPERIENCE**

---

2002-2003     PRICEWATERHOUSE COOPERS, MILAN, ITALY  
Junior Consultant in the Financial Services Practice Team. Research, qualitative/quantitative analysis, project reports production and support to risk management projects in major Italian banking groups.

2000-2001     POSTE D'EXPANSION ECONOMIQUE, FRENCH EMBASSY, ITALY  
Intern of the French Trade Commission in the service industry sector. Researching and writing of sector report analyses, assisting in the visits of potential partners.

## EDUCATION

---

- 2004-2008      UNIVERSITA' DELLA SVIZZERA ITALIANA, LUGANO, SWITZERLAND  
PhD Summa cum laude in Communication Sciences. Thesis' title: "Living among stories: consolidated narratives and rough stories from an American Banking Institution".
- 2001-2002      ISTUD, ISTITUTO DI STUDI DIREZIONALI, MILAN, ITALY  
Master in Risk Management and Control.
- 1996-2001      UNIVERSITA' DEGLI STUDI, TRIESTE, ITALY  
"Laurea" Summa cum laude in International Sciences. International Business curriculum. Thesis's title: "Sociology, Politics and Economics of Country-Risk: the case of Morocco".
- 1991-1996      LICEO SCIENTIFICO PAOLO GIOVIO, COMO, ITALY  
"Maturità Scientifica".
- 1994-1995      WHEATLEY HIGH SCHOOL, OLD WESTBURY, NEW YORK, USA  
High School Diploma. Regents Examination.

## RESEARCH EXPERIENCE

---

- 2013-2014      UNIVERSITY OF GOTHENBURG, GOTHENBURG, SWEDEN  
Researcher in the project "Accounting as Communication" funded by Wallander-Browaldh-Hedelius Foundation, conducting research on qualitative research methods for the study of investment and investor relations' practices.
- 2011-2014      QUEEN MARY UNIVERSITY OF LONDON, LONDON, UK  
Honorary Professorial Fellow, visiting the Centre for Management and Organizational History with a research allowance given by Wallander-Browaldh-Hedelius Foundation to conduct research on communication cultural practices in banks through empirical research in the city of London and comparison with previous research conducted in the US and Sweden.
- 2010-2012      UNIVERSITY OF GOTHENBURG, GOTHENBURG, SWEDEN  
Research Fellow at the Gothenburg Research Institute, recipient of a three-year fellowship awarded by the Wallander-Browaldh-Hedelius Foundation to conduct research on narratives of internationalization and international investment. Empirical research: Svenska Handelsbanken and its U.K. Greenfield operation.
- 2009-2010      NEW MEXICO STATE UNIVERSITY, LAS CRUCES, USA  
Post-doctoral Research Fellow funded by the Swiss National Science Foundation under the supervision of Professor David Boje. Empirical research: Storytelling and Organizational memories of deregulation in the Financial Sector - acquisitions in the Southwest of United States in the 1990s (Wells Fargo and Bank of America).

- 2008-2009      UNIVERSITA' DEGLI STUDI, TRENTO, ITALY  
Post-doctoral Research Fellow of the Sociology and Social Research Department on the project "Family enterprise and development of entrepreneurial skills: a sociological analysis" funded by the Provincia Autonoma di Trento under the supervision of Prof. Silvia Gherardi. Empirical research: craft-workers for the fashion industry: the transmission of traditional skills through narratives practices.
- 2006-2007      NEW MEXICO STATE UNIVERSITY, LAS CRUCES, USA  
Visiting Research Fellow funded by the Swiss National Science Foundation under the supervision of Professor David Boje. Empirical research: Wells Fargo acquisition of a local community bank: narratives of change.
- 2003-2005      UNIVERSITA' DELLA SVIZZERA ITALIANA, LUGANO, SWITZERLAND  
Research Assistant on the project "Knowledge Communication between Domain Experts and Decision Makers" funded by Fondo Tasso under the supervision of Professor Martin Eppler. Empirical Research: Economist Intelligence Unit.

#### GRANT RESEARCH

---

WALLANDER-HEDELIUS-BROWALDH FOUNDATION, SWEDEN (2010-2012) (2013-2014)

Salary and research allowances 1.200.000 SEK (3 years 2010-2012)

Additional research allowances to visit London 125.000 SEK (6 months 2011)

Salary and research allowances 280.000 SEK (10 months 2013-2014)

SWISS NATIONAL SCIENCE FOUNDATION, SWITZERLAND (2009) (2006-2007)

Salary and research allowances 45.000 USD (12 months 2009)

Salary and research allowances 38.000 USD (12 months 2006-2007)

PROVINCIA AUTONOMA DI TRENTO, ITALY (2008)

Research allowances 8.000 Euro (8 months 2008)

## TEACHING EXPERIENCE

---

- 2013-2014 UNIVERSITY OF GOTHENBURG, GOTHENBURG, SWEDEN  
INFORMATION TECHNOLOGY  
Master Course – “Organizational Communication, Activity, Organisation”  
Master Course – “Intercultural Communication”  
Master Course – “Communication and Professional Identity”  
*Lecturer*
- 2012-2013 GOTHENBURG UNIVERSITY, GOTHENBURG, SWEDEN  
SCHOOL OF BUSINESS  
Master Course – “Change Management”  
Master Course – “Qualitative Research Methods”  
*Lecturer*
- 2011-2013 UNIVERSITA’ DELLA SVIZZERA ITALIANA, LUGANO, SWITZERLAND  
INSTITUTE FOR THE CORPORATE COMMUNICATION  
Bachelor course – “Storytelling in Organizations”  
*Responsible for the course and sole lecturer of the course*
- 2011-2013 UNIVERSITA’ DELLA SVIZZERA ITALIANA, LUGANO, SWITZERLAND  
INSTITUTE FOR THE CORPORATE COMMUNICATION  
Master course – “Management and Communication”  
*Guest Lecturer*
- 2011-2013 QUEEN MARY UNIVERSITY OF LONDON, UK  
SCHOOL OF BUSINESS AND MANAGEMENT  
PhD Taught Programme – “Qualitative Research Methods”  
*Lecturer*
- 2011-2012 GOTHENBURG UNIVERSITY, GOTHENBURG, SWEDEN  
SCHOOL OF PUBLIC ADMINISTRATION  
Master Course “Management and Accounting Communication”  
*Responsible for the module and lecturer*
- 2010-2011 GOTHENBURG UNIVERSITY, GOTHENBURG, SWEDEN  
SCHOOL OF BUSINESS, ECONOMICS AND LAW  
Master Course “Business Communication” Prof. Peter Beusch  
*Assistant lecturer*
- 2008-2009 NEW MEXICO STATE UNIVERSITY, LAS CRUCES, USA  
COLLEGE OF BUSINESS  
Doctoral Course “Narrative Methods Seminar” Prof. D. Boje  
*Teaching Assistant*
- 2006-2007 NEW MEXICO STATE UNIVERSITY, LAS CRUCES, USA  
COLLEGE OF BUSINESS  
Bachelor Course “Small Business Consulting” Prof. D. Boje  
*Teaching Assistant*

2003-2005      UNIVERSITA' DELLA SVIZZERA ITALIANA, LUGANO, SWITZERLAND  
INSTITUTE FOR THE CORPORATE COMMUNICATION  
Master course "Knowledge Management" Prof. M. Eppler  
Master course "Strategy and Strategic Thinking" Prof. M. Eppler  
*Teaching Assistant*

## PEDAGOGICAL QUALIFICATIONS

---

UNIVERSITY OF GÖTHENBURG, SWEDEN  
PEDAGOGICAL DEVELOPMENT DEPARTMENT

Teaching and Learning in Higher Education 1: Basic Course, 5 hec (HPE101)

Teaching and Learning in Higher Education 2: Subject Field Pedagogy, 5 hec (HPE102)

Teaching and Learning in Higher Education 3: Applied Analysis, 5 hec (HPE103)

Supervision in Postgraduate Programmes, 5 hec (HPE201)

---

## SUPERVISING EXPERIENCE

---

UNIVERSITY OF GÖTHENBURG, SWEDEN  
MASTER IN COMMUNICATION (2012-2013)

Marielle Dittmer and Mikaela Hutzelmänn "*Where is the heart? A qualitative study on how storytelling and transparency can be used to strengthen an organizational culture*"

Kim Dao Jonsson "*Communication in Complaint Handling Customers' Complaint: Experience with Swedish Telecom*"

Mahham Sheikh "*The Role of Communication in Change Management: A Case Study on the Merger of Boreda and Värderingsdata*"

Dagny Franklinsdottir "*Use of Facebook in Nordic banks*"

Sara Sternmark Petersen "*Communicating in a second language in the corporate world*"

Adeela Majid "*A cross-cultural study of Swedish and Pakistani Television advertisements*"

Alicja Sewestaniuk and Oana Voitovici "*Managing strategic communication: An organizational case study on internal communication channels at Ericsson Göteborg*"

UNIVERSITY OF GÖTHENBURG, SWEDEN  
MASTER IN ACCOUNTING (2012-2013)

Minh Ngoc Truong "*Corporate Disclosure Reaction to an Incident: The case of BP*" Master thesis, co-supervisor with Kristina Jonäll.

## INVITED PRESENTATIONS

---

2013, November 28 "*Organizational remembering as narrative: "storying" the past in banking*" International Symposium "Towards a Narrative Turn in Business History? Stories, Plots, Fables and Metaphors", COPENHAGEN BUSINESS SCHOOL, COPENHAGEN, DENMARK

2013, March 13 "*The Language of Banking: theorizing narrative for interpretive research*" Seminar Series of the Centre for Management and Organizational History, QUEEN MARY UNIVERSITY OF LONDON, London, UK.

2012, May 14, "*The Language of Banking: theorizing narrative for interpretive research*" keynote speech at the Fourth USI-Com Young Scholars Research Day, UNIVERSITA' DELLA SVIZZERA ITALIANA, Lugano, Switzerland.

2011, September 6 "*Storytelling and Qualitative research methods for Management and Organizational History*" International Symposium on Qualitative Historical Methods for Management and Organizational Research, QUEEN MARY UNIVERSITY OF LONDON, London, UK.

2011, May 4, "*Organizational Memories, Stories and Histories*" Seminar Series of the Business History Department, UNIVERSITY OF GOTHENBURG, Gothenburg, Sweden.

2008, November 26, "*Qualitative research: narrative analysis methods*" Seminar at Institute for Sociology and Psychology of Organization, UNIVERSITA' DELLA SVIZZERA ITALIANA, Lugano, Switzerland.

2008, February 13 "*Ricerca Narrativa: esperienze da una banca del West*" Symposium on narrative research for the Social Sciences, UNIVERSITA' DEGLI STUDI DI TRENTO, Italy.

## EDITORIAL SERVICE

---

Advisory board member of *Tamara Journal for Critical Organization Inquiry*.

Reviewer for *Journal of Organizational Change Management, Organization, Qualitative Research in Accounting and Management*.